

**Sierra Nevada Conservancy Grant Program
Safe Drinking Water, Water Quality and Supply, Flood Control,
River and Coastal Protection Act of 2006 (Proposition 84)**

Subregion: REGIONWIDE **County:** ALL

Applicant: BLM BISHOP OFFICE

Project Title: AQUATIC INVASIVES BROCHURE

Reference Number: SNC 070324

PROJECT SCOPE

The BLM Bishop office proposes to create a humorous educational brochure for anglers and other recreationists that drives home the threat of invasive aquatic species of flora and fauna on Sierra Nevada aquatic ecosystems. Included in the text will be easy measures that fishermen and recreationists can follow to reduce transport of these species into sensitive areas. The brochure will be printed and distributed in partnership with the CA Department of Fish and Game, the Eastern Sierra Interpretive Association, Inyo and Toiyabe National Forests, and community organizations. This brochure would be appropriate for most aquatic ecosystems throughout the Sierra Nevada.

Steps critical to a successful project include:

- Create and develop text and illustrations for the brochure;
- Print a pilot run of 10,000 copies;
- Distribute throughout the east side of the Sierra (possibly in accordance with DGF fishing license applications).

Progress reports will be submitted at six (6) months and twelve (12) months following the approval of the agreement. Each progress report shall include but not be limited to:

- A summary of work completed during the reporting period;
- A statement of tasks or milestones and a report on the status of each, including public and agency meetings and other partnerships;
- A statement of any challenges or opportunities encountered in accomplishing the scope of work;
- An assessment of deliverables or outcomes as compared to the timeline in the Project Schedule;
- A comparison of actual versus budgeted costs to date; and
- Copies of any other relevant materials produced under the terms of this agreement.

PROJECT SCHEDULE

DETAILED PROJECT DELIVERABLES	TIMELINE
Collaborators identified	June 1, 2008
Draft mock-up sent out for review	August 1, 2008
Six month progress report-	August 31, 2008
Finalized: text, art, graphic design, brochure layout	February 1, 2009
Brochure online in PDF format	February 14 , 2009
Twelve month progress report-	February 28, 2009
Brochure printed	March 1,2009
Finalized: poster version	March 15, 2009
Brochure and poster distributed in Eastern Sierra	April 15, 2009
Final Report/Final Payment Request (Distribution plan/ partner comments/outline for long term commitments)	May 1, 2010

PROJECT COSTS

PROJECT BUDGET CATEGORIES	TOTAL SNC FUNDING
Staff time to develop brochure	\$2,560
Printing and shipping for 10,000 copies	\$645
GRAND TOTAL	\$3,205

Letters of Support:

- None/verbal agreements with agency partners

Recommendation:

Such a brochure would have far reaching and very effective impacts, and the office has a reputation for creating quality publications.

(SNC 070324)

**Sierra Nevada Conservancy Project Proposal
Proposition 84 Strategic Opportunity Grant, Category 2****Project: Aquatic Invasives Brochure****Applicant: Bureau of Land Management, Bishop Field Office**
351 Pacu Lane
Bishop, CA 93514**Contact:** Joy Fatooh, (760) 872-5029, jfatooh@blm.gov

Invasive aquatic organisms threaten to destroy both the native habitat and the recreation potential of virtually every stream, lake and wetland in the Sierra Nevada region and elsewhere. These plants, fish and invertebrates are brought by people who have no idea that they're spreading massive destruction. Some are spread intentionally but without awareness of the consequences; others unknowingly, by going from place to place without cleaning equipment.

We propose a brochure for anglers and other recreationists, showing how to prevent the spread of aquatic invasives – a brochure that they'll actually enjoy, remember, and give to their friends. A box with information on how to thoroughly clean and dry all gear to prevent the spread of invasive aquatic organisms will be the central piece of information. This will be surrounded by a series of limericks that were generated by biologists and interpretive specialists. Duane Chapman of the U.S. Geological Survey, Columbia Environmental Research Center initially sent several out to a list serve including Steve Parmenter, CA Dep't of Fish & Game Senior Biologist in Bishop, which he forwarded to Joy Fatooh, BLM Wildlife Biologist and Visual Information Specialist who sent it to Carolyn Schimandle, California State Parks Interpreter. As we composed more limericks for the "insider" amusement of professionals, it dawned on us that these have the potential to stick in the public's mind better than the average boring brochure. We offer the following rough draft text as a starting point and to demonstrate what we have in mind.

The requested funding will be used to further develop the text, create illustrations and graphic design, and print a pilot run of 10,000 copies (full color, three fold, 8.5 x 11 inch folding to 3.5 x 8.5 inch) to be distributed throughout the Sierra Nevada region.

Can something called "rock snot" ruin your favorite fishing spot? You bet. It's just one of the invasive aquatic species that can get into your fishing spot, swimming hole, canoeing river, duck-hunting lake... and completely take over, making the water useless for the native fish and wildlife – and for you.